

ORDER



KMGH

Orders	Order / Rev:	<u>185955</u>	Primary AE:	<u>David Lombardo</u>
	Alt Order #:		Sales Office:	<u>EWSDC</u>
	Product Desc:	<u>NRCC/Coors</u>	Sales Region:	<u>NAT</u>
	Estimate:	<u>3229</u>		
	Flight Dates:	<u>09/27/12 - 10/01/12</u>		
	Original Date / Rev:	<u>09/24/12 / 09/24/12</u>		
	Order Type:	<u>GENERAL</u>		
Agency	Name:	<u>American Media Advocacy Group</u>	Billing Type:	<u>Cash</u>
	Buying Contact:		Billing Calendar:	<u>Broadcast</u>
	Billing Contact:		Billing Cycle:	<u>EOM/EOC</u>
		<u>815 Slaters Lane</u>	Agency Commission:	<u>15%</u>
		<u>Alexandria, VA 22314</u>		
Advertiser	Name:	<u>Congress/Coors (R) (NRCC)</u>	New Business Thru:	
	Demographic:	<u>A25-54</u>	Order Separation:	<u>00:05:00</u>
	Product Codes:	<u>PL3-US House Rep</u>	Advertiser External ID:	
	Priority:	<u>PREEMPTIBLE</u>	Agency External ID:	
	Revenue Codes:	<u>POL, POL, CAND</u>		

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	8	\$3,735.00	\$3,174.75
10/01/12	10/01/12	4	\$3,025.00	\$2,571.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	8	\$3,735.00	\$3,174.75	0.00
October 2012	4	\$3,025.00	\$2,571.25	0.00
Totals	12	\$6,760.00	\$5,746.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
David Lombardo			Start Of Order - End Of Order	100%

Order Share	Share	Total
KMGH	20%	\$6,760.00
Market	100%	\$33,800.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBDI	0%	\$0.00
KCEC	0%	\$0.00
KCNC	24%	\$8,112.00
KDEN+	0%	\$0.00
KDVR+	0%	\$0.00
KFCT	0%	\$0.00
KMAS	0%	\$0.00
KPXC	0%	\$0.00
KRMA	0%	\$0.00
KRMT	0%	\$0.00
KTFD	0%	\$0.00
KTVB	15%	\$5,070.00
KUSA	28%	\$9,464.00
KWGN	13%	\$4,394.00
KWHD	0%	\$0.00
KZCO	0%	\$0.00

Order / Rev: 185955
Alt Order #: _____
Flight Dates: 09/27/12 - 10/01/12

Advertiser: Congress/Coors (R) (NRCC)
Product Desc: NRCC/Coors
Estimate: 3229

KMGH

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KMGH	09/28/12	09/28/12	6-7A News M-F/KMGH	CA	6A-7A	-----F--	:30	1	\$400.00	P3	0.00	NM	1	\$400.00
				6-7A News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	---F--		1				\$400.00		0.00			
N 2	KMGH	10/01/12	10/01/12	6-7A News M-F/KMGH	CA	6A-7A	M-----	:30	1	\$625.00	P3	0.00	NM	1	\$625.00
				6-7A News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	M-----		1				\$625.00		0.00			
N 3	KMGH	09/27/12	09/28/12	GMA M-F 7-9A / KMGH	CA	7A-9A	----TF--	:30	3	\$450.00	P3	0.00	NM	3	\$1,350.00
				GMA M-F 7-9A											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	---TF--		3				\$450.00		0.00			
N 4	KMGH	10/01/12	10/01/12	GMA M-F 7-9A / KMGH	CA	7A-9A	M-----	:30	1	\$625.00	P3	0.00	NM	1	\$625.00
				GMA M-F 7-9A											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	M-----		1				\$625.00		0.00			
N 5	KMGH	09/29/12	09/29/12	ABC GMA SAT	CA	Sat GMA 6A-7A	----S-	:30	1	\$200.00	P2	0.00	NM	1	\$200.00
				GMA SAT											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	----S-		1				\$200.00		0.00			
N 6	KMGH	09/27/12	09/28/12	DR. OZ - 4PM	CA	4P-5P	----TF--	:30	2	\$300.00	P3	0.00	NM	2	\$600.00
				Dr. Oz											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	----TF--		2				\$300.00		0.00			
N 7	KMGH	10/01/12	10/01/12	DR. OZ - 4PM	CA	4P-5P	M-----	:30	1	\$400.00	P3	0.00	NM	1	\$400.00
				Dr. Oz											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	M-----		1				\$400.00		0.00			
N 8	KMGH	09/28/12	09/28/12	6p-630p JEOPARDY (M-F)	CA	6P-630P	----F--	:30	1	\$1,185.00	P3	0.00	NM	1	\$1,185.00
				6P-630P JEOPARDY (M-F)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	----F--		1				\$1,185.00		0.00			
N 9	KMGH	10/01/12	10/01/12	6p-630p JEOPARDY (M-F)	CA	6P-630P	M-----	:30	1	\$1,375.00	P3	0.00	NM	1	\$1,375.00
				6P-630P JEOPARDY (M-F)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	M-----		1				\$1,375.00		0.00			
Totals													12	\$6,760.00	